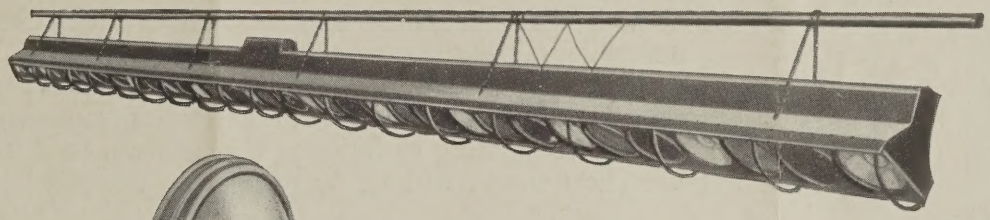
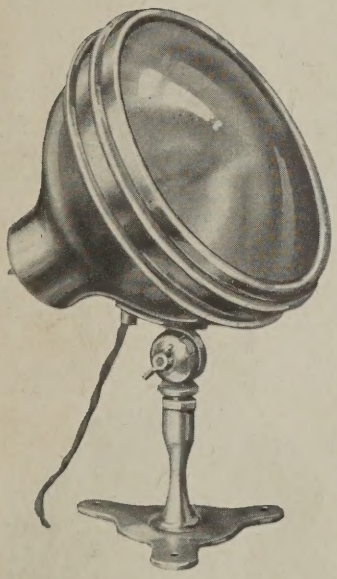
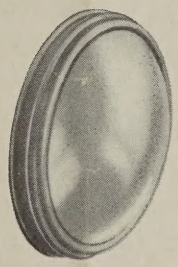
MADELITE

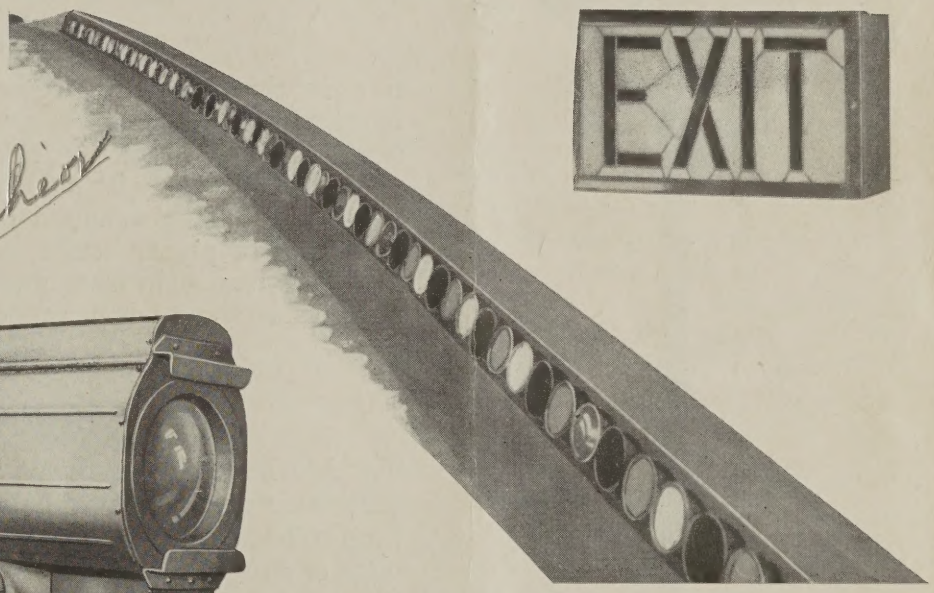
DIRECT TO YOU

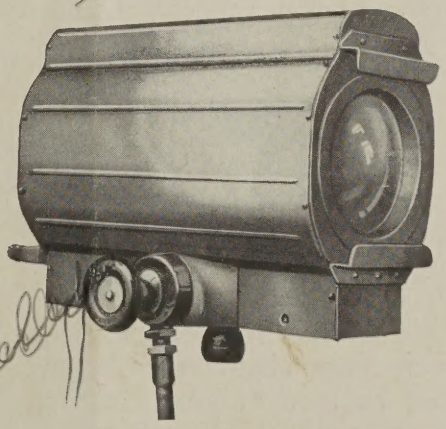
LIGHTING EQUIPMENT

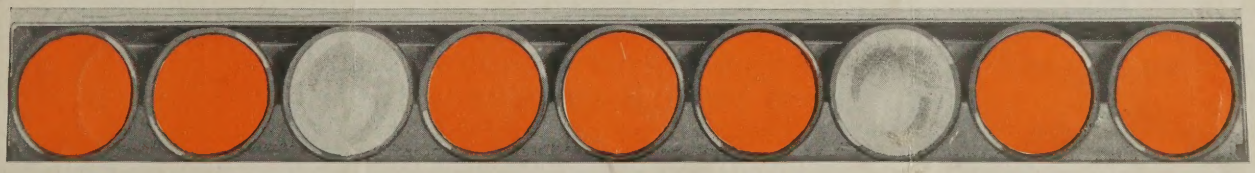












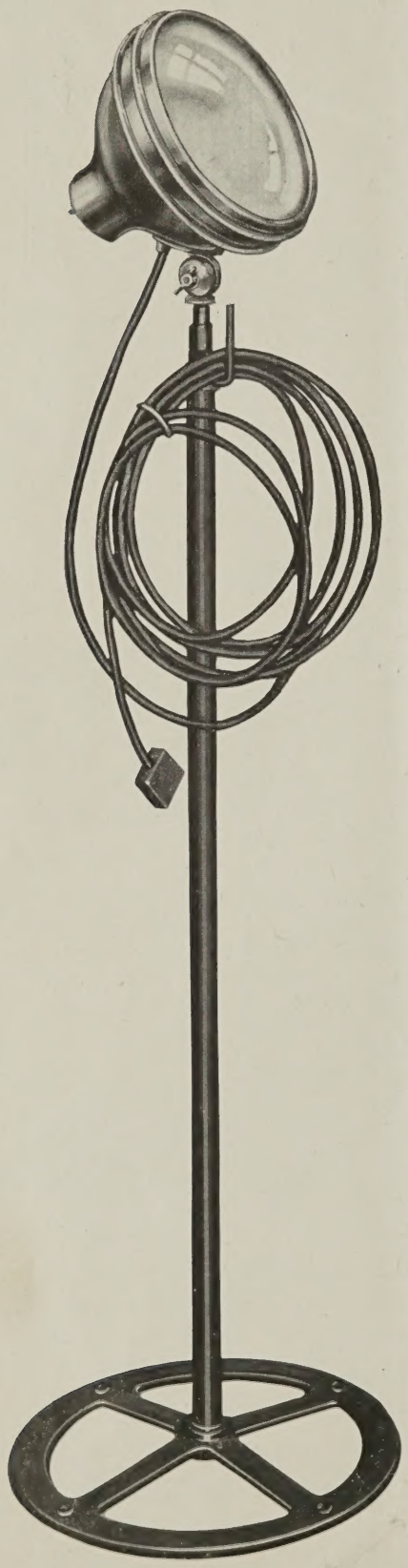
BELSON MANUFACTURING CO.

Established 1901

CHICAGO, U. S. A.

FACTORY
800 Sibley Street

OFFICE AND SALESROOM
72 W. Washington Street



The MADELITE Floodlight Unit equipped with stand and cable as it is used in studios, industrial plants, theatres, paint shops, and showrooms.

FLOODLIGHT UNIT

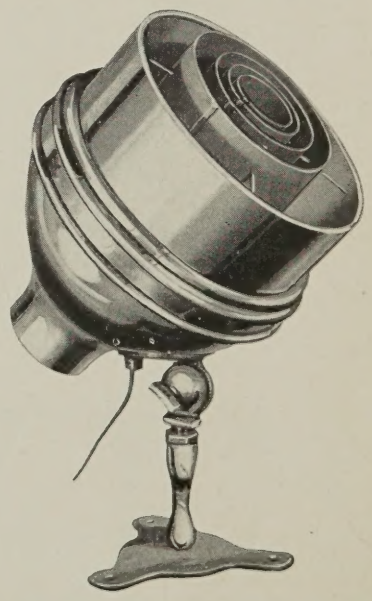
The MADELITE Floodlight Unit is produced to meet the insistent demand for a floodlight that is more useful and practical, that is built stronger, that is more durable, weatherproof, and waterproof, and that is more flexible and economical than any other floodlight previously available. More powerful than any other unit, the MADELITE Floodlight is the ideal light source for industrial, theatre, showroom, and general utility lighting. Because it produces a tremendous amount of light from the small amount of current consumed, the MADELITE Floodlight has thousands of uses ranging from the illumination of automobile salons, photographers' studios, theatre stages, orchestra pits, and store windows to the lighting of paint shops, duco shops, freight and ship yards, night-time building construction and the exterior floodlighting of buildings. In general, it is used wherever intense short range, or long range lighting is desired at minimum cost.

Flexibility

In order that it may best serve any one of its wide variety of uses, the MADELITE Floodlight is constructed so that it can be mounted by any method that each particular installation calls for. By means of the variety of mounts with which it can be equipped, the MADELITE Floodlight can be mounted on any flat or curved surface, whether horizontal or perpendicular; and on pipes, poles, or portable stands. After the Floodlight is mounted, the light beam can be adjusted to any conceivable angle which properly illuminates the work to be lighted.

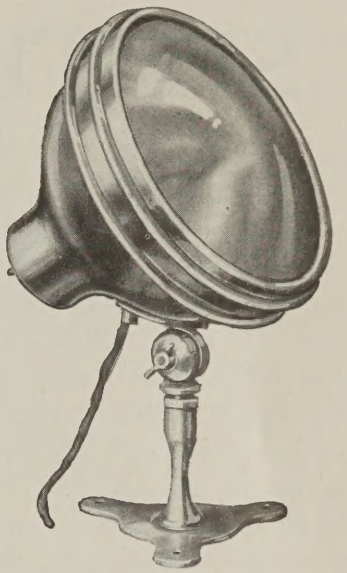
Focusing

The MADELITE Floodlight is provided with a focusing unit which allows the lamp to be adjusted to such a point that a wide or sharp beam is produced for either short or long range projection. This automatically allows for focal rectification of lamps of non-uniform light center length which cannot be brought into focus in other types of floodlights. The focusing unit, like all MADELITE improvements, is a simple, guaranteed trouble-free mechanism which is unique, practical, and accurate. The accurate focusing possible in the MADELITE Floodlight conserves and prevents spilled light. Where light must be confined to a small area, we provide a spill ring which fits and locks on with the same cover which holds the lens.



Aluminum spill rings attached to MADELITE Floodlight Unit for special conditions. The rings confine the "spilled" light so that the flood can be held nearly to a spot

FLOODLIGHT UNIT



The polished bell-shaped housing provides a fine clean-cut appearance. Note that the lock-knuckle for adjusting position of the flood is so constructed that the teeth become positively disengaged when the wing nut is loosened. Smooth swinging of the flood to any desired position where it will remain firmly fixed is easy with MADELITE Equipment.

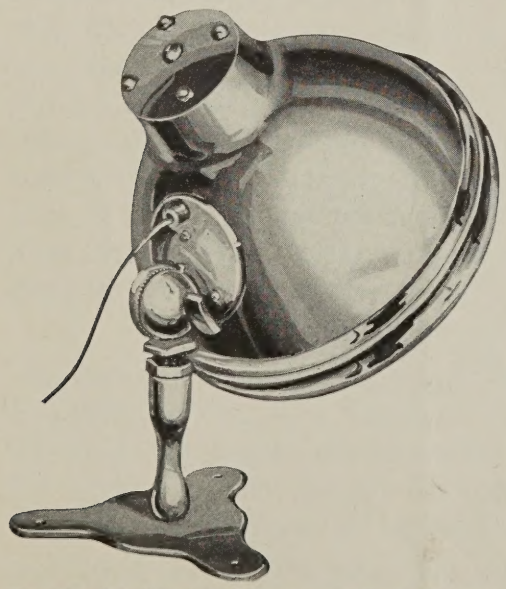
Light-Projecting Power

By use of a special heat-resisting finish spun aluminum reflector of correct parabolic shape, the MADELITE Floodlight Unit assures two to three times more projected candle-power per watt than do other types. Highly polished aluminum is virtually as efficient a reflector as silver, and since the finish of our reflectors cannot be tarnished by any heat which will not decompose the metal of which they are made, a 100% efficient life-time reflector is assured. The metal reflector contributes to the ruggedness of the MADELITE Floodlight because it is nonbreakable, and to the weatherproof qualities because it cannot tarnish.

We also equip the MADELITE Floodlight with a ground silvered glass reflector manufactured especially for us by Bausch & Lomb, Rochester, N. Y. This reflector is a spun parabola of the same proportions as our metal reflector, made from special heat-resisting glass, and is guaranteed not to crack or peel.

Construction

In order to insure weatherproof features the housing of the MADELITE Floodlight is spun to a graceful design from one piece of heavy gauge-polished aluminum. The cover, into which different lenses can be fastened with a water-tight fit, locks on to the housing with the famous MADELITE quick, positive action bayonet lock. The strong light-weight aluminum housing is further completely reinforced with steel. It is practically indestructible. The G. E. Porcelain socket (medium or Mogul) is encased in an individual spun metal housing to conform with the most rigid municipal and Underwriters electrical codes. Superior design has reduced assembly of the unit to utmost simplicity by reduction of the number of unit parts. Each MADELITE Floodlight is delivered completely assembled and wired with 6 feet of G. E. asbestos cord. Standard equipment consists of a special daylight stippled heat-resisting lens. Floodlights will be equipped with natural color lenses of any color, or with spill rings, on request.



Note the simplicity which insures weatherproof construction. The focusing device is controlled by the single screw in the center of the rear tip of the housing.

The MADELITE patented toothed swivel lock knuckle is standard equipment on the Floodlight. The upper half is riveted to the lamp housing, while the lower half is fitted with standard ½-inch pipe thread and may be attached to standard "candle-stick" bracket, pipe hanger, or portable stand. Unless otherwise specified, MADELITE Floodlights are furnished with "candle-stick" brackets as illustrated.

Specify type of support needed and Type 400 for using 200W to 400W Mazda G bulb, or Type 500 for using 500W to 2000W Mazda G bulb.

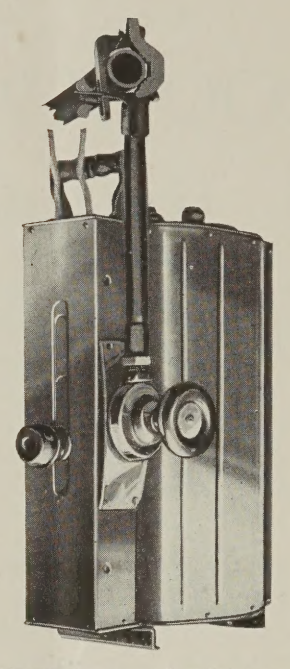
List price, Type 400 or Type 500 complete with either Sterling silvered glass or special metal reflector, and with either "candlestick" bracket or pipe hanger. **$30.00**

List price, complete same as above except equipped with portable stand with 18-inch diameter cast base **$40.00**

SPOTLIGHT

The MADELITE steel-aluminum spotlight stands as an individual among others of its kind because it is "Made Right for Better Light." The MADELITE Spotlight is the result of employing practical suggestions for improvement that were made to us by scores of theatre electricians, operators, and producers. Nothing has been overlooked in the matter of lighting efficiency, strength, portability, ruggedness, or convenience of handling and using. At the first touch of a MADELITE Spotlight, the operator knows that he has an instrument which was designed by those with years of actual experience with theatre lighting conditions and requirements. In the illustration you will note the single point pipe stand support with the famous MADELITE free-moving toothed lock knuckle. This assures absolutely free and easy perpendicular adjustment combined with positive rigidity when locked. This is a feature which all operators demand, and (because of patents) with which only MADELITE Products are equipped.

The MADELITE Spotlight is furnished with stand and cable, or without, as desired. The stand is equipped with a heavy cast iron base 18 inches in diameter, provided with holes for fastening with stage screws when necessary. The MADELITE stand, however, is very hard to tip over when not fastened. Each Spotlight is wired with a G. E. mogul socket mounted so that the lamp filament may be adjusted to the condenser focus both laterally and vertically. An unusually long focal range is provided so that the projected spot may be varied from a wide flood to a baby pin spot.



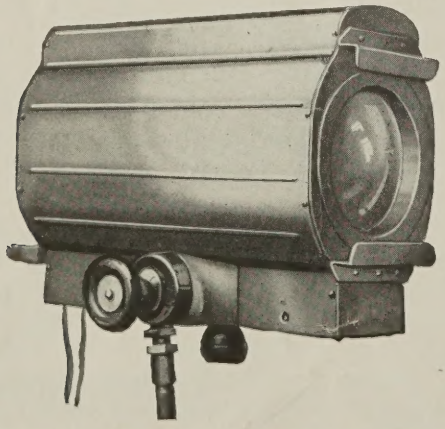
MADELITE Standard Spotlight equipped with hanger for fastening to pipe batten in the drops. Note the many advantages of the improved single point support.

The hood of the MADELITE Spotlight is made of pressed sheet aluminum, and is integrally strengthened with raised ribs pressed into the long side walls. It is so designed that no destructive strain is applied to any part of the unit except the girder, which is built into the rectangular base of the hood for the purpose of withstanding any strain. A spotlight with the lamp in perfect focal alignment with the condenser at ALL TIMES throughout the years of its use is thus assured.

An imported five point high polish 6-inch condensing lens is furnished with each MADELITE Spotlight. The lens holder is scientifically ventilated and is so constructed that the condenser cannot fall out or become loosened by rough handling.

List price complete with 25 feet of G. E. extra flexible stage cable for use with 1000W to 2000W G48 lamp **$40.00**

Price complete with stand and cable. **$50.00**



A conventional view showing the extreme simplicity of the MADELITE Spotlight. The color slide holders are pressed aluminum and cannot break like castings.

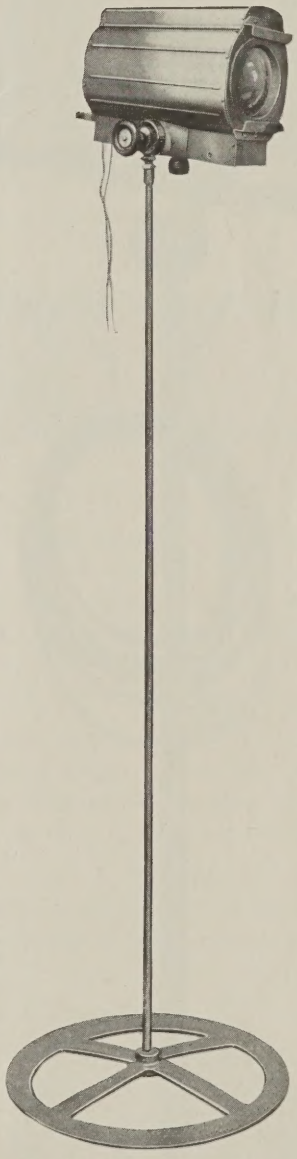
BABY SPOTLIGHT

The MADELITE Baby Spotlight is identical in every detail with the MADELITE Standard Spotlight, except that it is proportionally reduced in size in all dimensions. It embodies the same fine technique employed in the design of the standard Spotlight. It is "Made Right for Better Light."

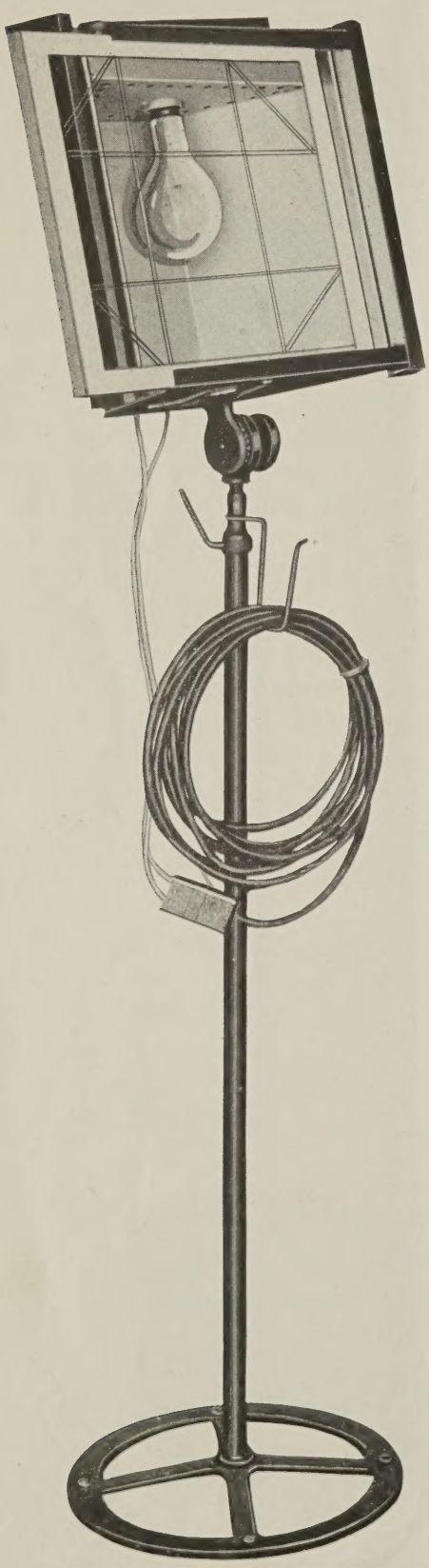
The MADELITE Baby Spotlight is equipped with an imported 4½-inch condenser lens instead of the 3-inch lens commonly used in inferior equipment. The Baby Spot is provided with 2 feet of asbestos cord and a G. E. meduim base socket encased in a metal housing. This socket receives the standard 250W or 400W type G30 Mazda lamp. A clear, definite, non-striated pin spot not obtained from any other than a MADELITE Baby Spotlight, is produced.

This spotlight, aside from being low in price, is ideal for use in artists' and photographers' studios, for producing unusual effects in window-trims, for throwing a pinspot from the booth of the theatre, and for spotlighting from the wings, footlights, proscenium front, or drops of any stage. Aside from these specific applications the MADELITE Baby Spotlight has a thousand and one other uses.

List price of the MADELITE Baby Spotlight, completely wired with G. E. socket and 25 feet of G. E. flexible stage cable, and equipped with 4½-inch condenser, stand, and MADELITE toothed swivel-knuckle, complete..... **$30.00**



The MADELITE Baby Spotlight complete with stand. This model is popular with artists, illustrators, and photographers.



The MADELITE Olivette shown complete with stand, stage cable, and color frame. Note color-frame holder which snaps shut when color-frame is in place so that the latter cannot fall out with rough handling.

OLIVETTES

In general keeping with other MADELITE equipment, the principles of good lighting were applied in designing the MADELITE Olivette—another example of equipment having been "Made Right for Better Light." The MADELITE Olivette is not merely a housing for an expensive lamp and a piece of metal that has some kind of "reflecting" property. The MADELITE Olivette uses a highly efficient reflector which positively assures greater production and conservation of light than does a mere painted surface.

Aside from being "Made Right for Better Light" the MADELITE Olivette is made right for longer lamp life. It is ventilated, and for this purpose it is designed with a view toward actually permitting the circulation of cool air around the lamp itself. Positive ventilation is introduced by the MADELITE Olivette.

MADELITE Olivettes are equipped with G. E. mogul base sockets and are wired with 25 feet of G. E. extra flexible stage cable. Standard equipment includes adjustable stand with 18-inch diameter cast iron base, slip connector, and one color frame. If desired, MADELITE Olivettes can be furnished with pipe hanger or candlestick bracket for mounting on platforms, battens, or walls. All MADELITE Olivettes are equipped with the patented MADELITE toothed swivel knuckle which cannot book or bind or impair the smooth movement of the lamp head when the knuckle is loosened for adjustment of the angle of light projection. Aside from its other superiorities, a MADELITE Olivette is to be preferred for this trouble-proof knuckle alone.

All MADELITE Olivettes are provided with an insulated handle which remains cool and permits easy handling and adjustment.

The MADELITE Olivette uses standard Type C 1000W, 1500W or 2000W lamps; but when used with the 1000W size, the MADELITE Olivette produces a uniform flood of greater light intensity than do most other olivettes when using the 1500W or 2000W lamp.

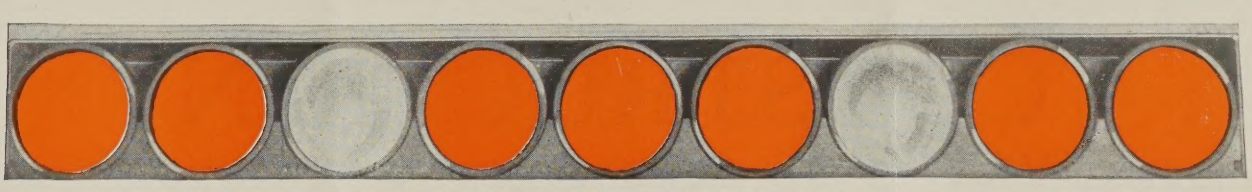
List Price, completely wired and equipped with stand, cable and color slide. Lamp not included **$40.00**

PERMANENT FOOTLIGHTS

The superior lighting efficiency of MADELITE Footlights of either the permanent or disappearing type is the result of the use of correct lighting principles just as has been done in other MADELITE equipment. The old way to light a stage was to line up as many current consuming lamps as could be put into the given space of a trough along the front of the stage. When these blazed away, what light there was that was not broadcast to the auditorium ceiling in front of the proscenium, or that was not absorbed in the dull sides of the footlight trough, was then used for lighting the stage and back drops. MADELITE Footlights, on the other hand, are "Made Right for Better Light." Through the use of baked enameled individual reflectors designed for use with the highly efficient type PS Mazda lamp, a much higher percentage of useful light is thrown from a MADELITE Footlight than ever was thrown from any other type of footlight which burned 100% more current. The enameled reflectors aside from being efficient and non-breakable, clean very easily and remain efficient.

Color effects remain permanent because of the use of natural color light diffusing lenses which are standard equipment with MADELITE Footlights. The old way of using dipped lamps which fade when heated, and which at best are different in shade each time a new batch is used, is eliminated. The lenses are fastened to the reflector by the exclusive MADELITE application of the bayonet lock. The bayonet locking ring contains the lens and is attached quickly and firmly—and can be removed easily and just as quickly.

Lights are placed on 6 inch centers and circuits are wired according to specifications furnished by the user. G. E. sockets and G. E. wire are used throughout, the entire construction complying with the strictest Underwriters and municipal requirements. Each lamp, as in other made right MADELITE equipment, is thoroughly ventilated. MADELITE Permanent Footlights are furnished complete with Edison base sockets and are wired with G. E. heavy insulated wire.



A small section of a MADELITE Footlight illustrating the simple form of assembly and the neat appearance.

Permanent footlights furnished complete with sheet metal wiring box, porcelain enameled spun steel reflectors, light diffusing convex clear and colored lenses in bayonet locking frames, but without any gutter lining or decorative hood at a list price of, per foot **$12.00**

Extra glass lenses either clear or any natural color are, list price, each **$2.00**

For footlights of curved construction to fit any given specification, add to the above list price, per foot **$3.00**

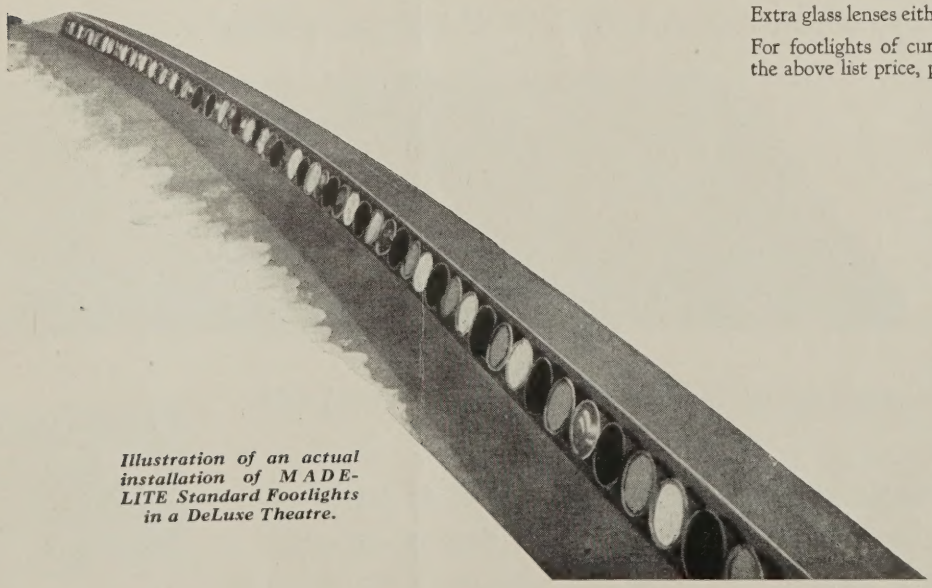
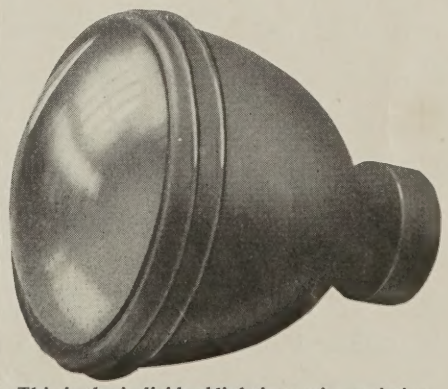


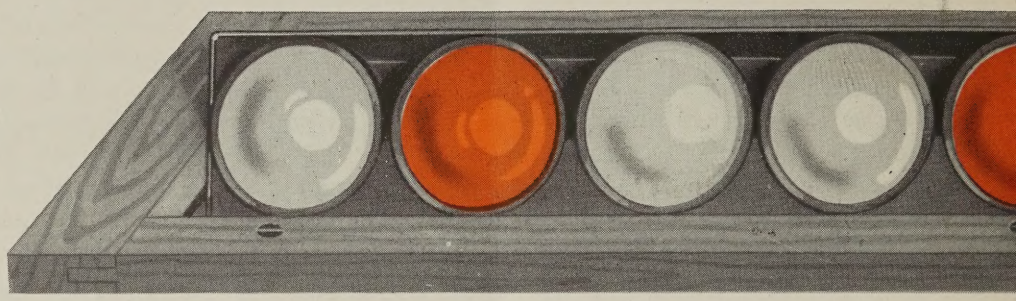
Illustration of an actual installation of MADELITE Standard Footlights in a DeLuxe Theatre.



This is the individual lighting unit consisting of spun steel enameled reflector complete with light diffusing color lens, by which MADELITE Standard and Disappearing Footlights are made efficient.

DISAPPEARING

For Auditorium Platforms, School Stages, Little Theatres, Temples, Community Houses and other organization meeting places, the new MADELITE Disappearing Footlights are more practical and more economical than any other heretofore produced.



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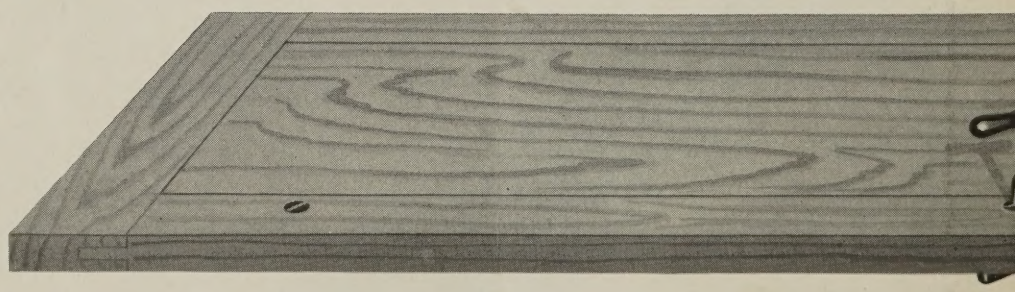
CONSTRUCTION

That the new MADELITE Disappearing Footlights are fully as efficient as standard theatre footlights is more readily understood when the detail of their construction is known. Efficient illumination is here obtained by the use of white porcelain enameled reflectors placed on 6-inch centers and designed for the use of standard type PS 75 to 150 watt lamps. Only a standard clear glass lamp is required, doing away with expensive natural color lamps or the necessity of obtaining poor results with dipped lamps. Color effects are obtained by using natural color light diffusing lenses which are furnished with the footlights. Standard equipment consists of clear daylight, blue, and red lenses. Other colors will be furnished upon request at no extra charge.

MADELITE Disappearing Footlights are built in five-foot sections completely wired and ready to be dropped into the proper receptacle left on the stage by the carpenters, and then simply and immediately connected by the stage electrician. Absolute simplicity of installation is assured with the maplewood trim to which the MADELITE Disappearing Footlight is fastened.

Another feature in which the MADELITE Disappearing Footlight is individual, is the "Bayonet Lock" by which the lenses are attached to the reflectors. This assures a positive attachment which at the same time will allow easy removal for cleaning or instantaneous change of lamps or color lenses.



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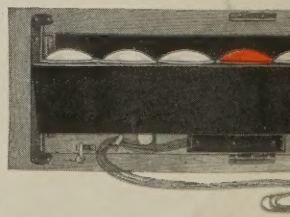
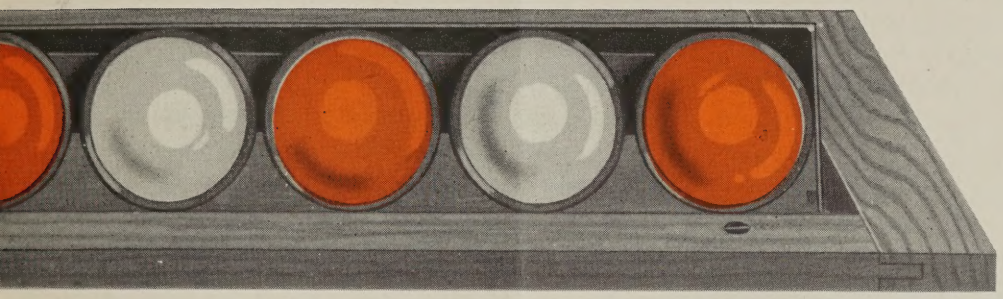


View of closed Disappearing Foo beneath stage. Note the safety s

All of these practical features are the result of years of close study of Light, and theatre lighting conditions, and are points of superiority not found in any other make of lighting equipment.

FOOTLIGHTS

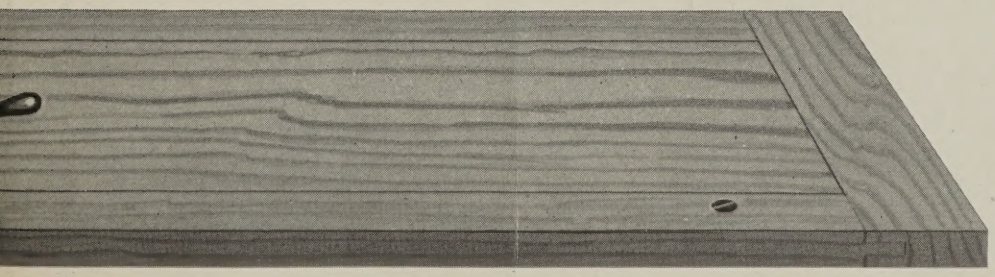


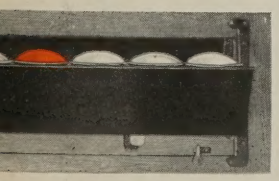
MADELITE Disappearing Footlights are exceptionally rugged as well as practical, simple, and fool-proof. The footlights are wired permanently so that they are immediately ready for operation when opened. An unique automatic switch is used so that the footlights cannot burn when closed.

OPERATION

The two positive requirements of Disappearing Footlights are that they must efficiently provide correct illumination, and that they must be easily vanished from sight, leaving a clear and level stage or platform. When MADELITE Disappearing Footlights are open, a simple twist with a screw-driver or a key (provided with each footlight) on three flush latches allows them to be swung with little or no effort into the closed position and there latched. The result is a solid level stage. Naturally and simply enough, the reverse operation will provide footlights on a stage which was a level platform a moment before.

The footlights are wired correctly and permanently, and are permanently connected to the stage switchboard in the usual manner when installed. As it is always connected there is no confusion about circuit connections when the footlight is opened for instant use. Each footlight is wired for the standard three circuits. The prospective user should keep in mind that only the MADELITE Disappearing Footlight is equal in illumination to the most efficient Standard type (which, by the way is the MADELITE Standard Footlight, Made right for better light). The MADELITE Disappearing Footlight provides ample illumination for all effects without any spots of light or back wall shadows.





ght when looking upward from tches, cables and compactness.

PRICES MADELITE DISAPPEARING FOOTLIGHTS

For each five foot unit, three circuits completely wired, equipped with wood trim and swinging cover, automatic cut-off switch, spun steel enameled reflector units, with clear or natural color heat-resisting lenses, and wiring box for contractor's conduit, complete.

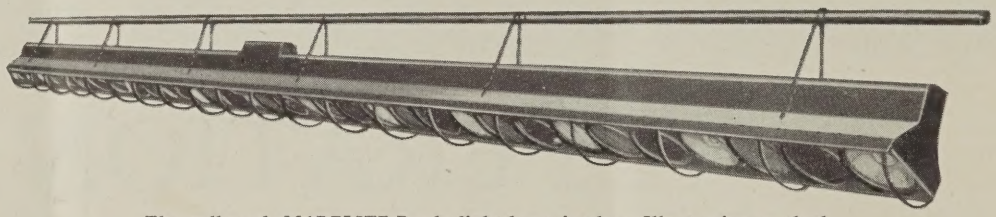
LIST PRICE $100.00

BORDERLIGHTS

The new MADELITE unit type Borderlight embodies more excellent features than have ever before been combined in any single piece of stage lighting equipment. As a lighting unit it cannot be excelled; for inasmuch as it is a MADELITE product it is "Made Right for Better Light."

The spun steel enameled reflectors are designed to "hug" the neck of the lamp so that 20% greater efficiency is obtained than in other similar types of borderlights. Type C Mazda lamps are used because of their high light-producing efficiency. More light is thus obtained at smaller cost than is obtained from the old straight sided type of bulb.

The spun steel porcelain enameled reflector used only in MADELITE Borderlights



The well made MADELITE Borderlight hung in place. Illustrating method of supporting, and the semicircular guards which prevent drops from fouling and which protect lenses when Borderlight is lowered to stage

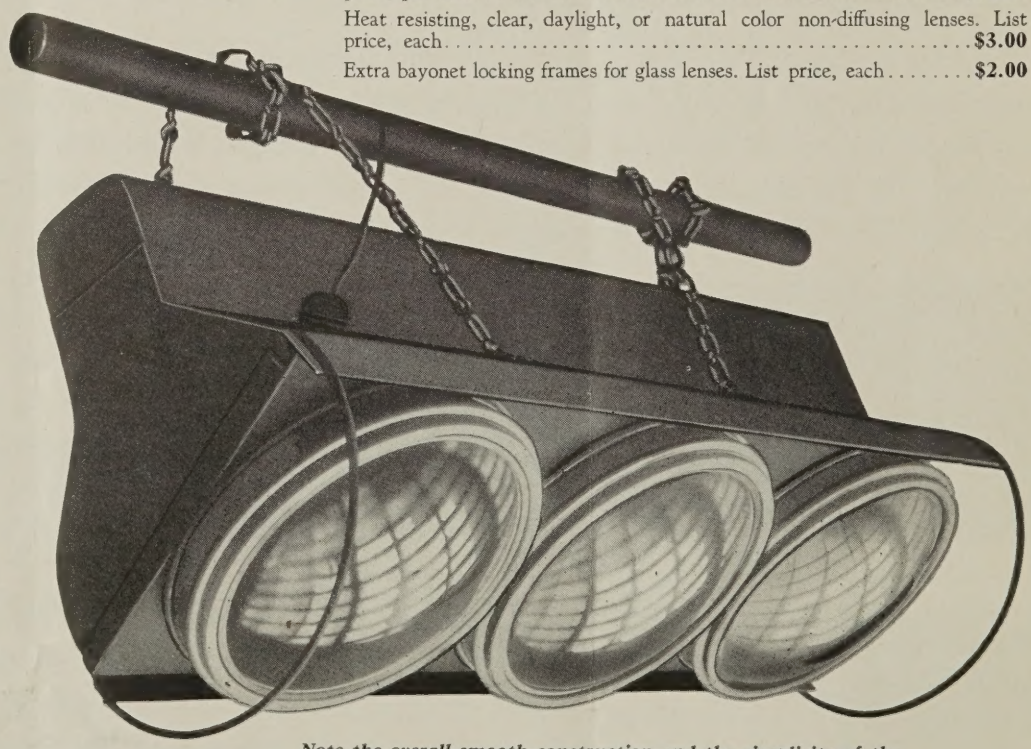
Each individual lamp is correctly ventilated to insure long life. The entire borderlight housing is thoroughly ventilated without any light leakage. Each reflector opening is provided with a rim to which the BAYONET LOCKING LENS frame used on all MADELITE equipment may be attached. This frame permits the use of natural color lenses which produce better and more permanent color effects than do gelatine frames. The frames lock firmly to the reflectors so that the glass lenses cannot fall off or be removed without being taken off by the stage hand. When necessary for quick change, however, or for cleaning, the lense can be easily removed by a quarter turn of the frame to the left. Gelatine frames can be furnished which lock against the reflector in the same manner as do the lense frames.

The MADELITE Borderlight is perfectly smooth on top, ends, sides, and bottom so that not even a gauze drop can foul on it. The Borderlight is properly balanced for perfect hanging with the adjustable steel chain hangers furnished with each unit. These hangers also permit the angle of light to be varied at the will of the production manager. A heavy reinforced construction is employed so that the Borderlight cannot sag when hung. Every MADELITE Borderlight is equipped with convenient plug-in receptacles wired on separate circuits for work lights, extra spot lights or other special lighting units in the drops. There is no other borderlight which combines all these points of superiority.

Furnished complete with G. E. Mogul sockets, correctly wired for circuits and colors (per your specifications), including chain hangings, special bayonet locking frames with gelatines, or similar frames for natural color lenses. List price, per foot **$14.00**

Heat resisting, clear, daylight, or natural color non-diffusing lenses. List price, each **$3.00**

Extra bayonet locking frames for glass lenses. List price, each **$2.00**



Note the overall smooth construction and the simplicity of the MADELITE Borderlight. Also the receptacle wired on a separate circuit for plugging in Baby Spotlights, Worklights, etc.

WINDOW LIGHTING

A small section of MADELITE Windowlights as they appear in use. Note the convenience outlet and the ease with which the unit may be adjusted for angle of light.

Correct illumination of store windows is now possible through use of the new MADELITE floodlight type Window Borderlights. These Window Lights are an entirely new departure from conventional design, and employ the correct lighting principles embodied in the MADELITE Floodlight. As can be seen from the illustration, the Window Borderlights are made up of the essential light producing element of our Floodlight unit placed on 14-inch centers. It is obvious that a dazzling flood of properly directed light can thus be produced at small cost. The value of this feature is recognized by merchants who realize that a valuable window trim can be spoiled unless intensely illuminated without shadows as is done by MADELITE Window Borders. Each light unit is provided with the MADELITE standard bayonet locking lens-holder with the MADELITE heat-resisting day-light glass lens. Lenses consisting of the same glass in natural colors can be furnished if requested. They are easily interchangeable to provide desired color effects.

MADELITE Window Borderlights are built to order for 200W to 500W standard G30 or G40 Mazda lamps. As they are completly wired with G. E. mogul sockets and No. 12 wire, they allow 2000 Watts to a circuit. Each Window Borderlight is supported at each end by our candlestick bracket fastened to the ceiling as illustrated. Each support is provided with the MADELITE patented toothed swivel knuckle so that the Windowlight can be easily adjusted and set at any angle.

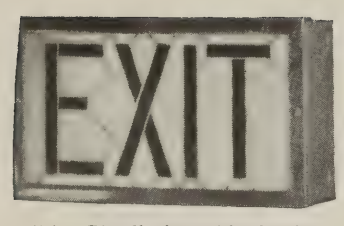
The entire unit housing is built of heavy No. 20 gauge galvanized sheet metal lacquered in any finish to match the window ceiling. A G. E. convenience outlet on a separate circuit is provided near each end of the MADELITE Window Borderlight, for attaching fans, extra floodlights, or appliances used in the window trim. When ordering Window Borderlights, specify distance of drop from ceiling and from which end current is to be fed, and whether the MADELITE metal reflector or the STERLING silvered glass reflector is to be furnished.

List price on Window Borderlights complete with metal or glass reflectors, heat resisiting daylight glass lenses, supports from ceiling, and completely wired, less lamps, per foot—**$16.00**

Natural color lenses instead of daylight will be furnished upon request.

Other special window lighting equipment built to your order. Prices quoted on receipt of your specifications.

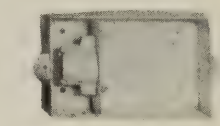
EXIT SIGNS

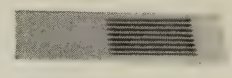


"Art Glass" gives this sign its pleasing appearance.

MADELITE Exit Signs depart from the ordinary in that they are beautiful and conspicuous. The standard sign is made up of red and white marble art glass construction which creates a sign of pleasing appearance. Each sign is mounted on a steel box containing one or more G. E. sockets as ordered, and provided with ½-inch knockouts all around. Cleaning and renewal of lamps is very easy, and boxes are constructed so that there is no leakage of light at any point. MADELITE Exit Signs are 4½ inches deep, 8 inches high and 14 inches wide.

MADELITE Exit Signs with a special ornamental border to conform to the architecture of De Luxe houses can be furnished on request. These signs will be similar to those we have already installed in the finest theatres of Chicago, New York and Los Angeles. Prices quoted on application.



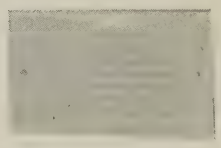


Louvre light with horizontal type cover removed from box.

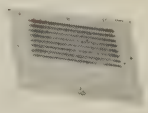
LOUVRE LIGHTS

We make Louvre lights of both vertical and horizontal types. They are provided with beautiful white porcelain enameled fronts, and are equipped with a G. E. socket mounted in a steel box. The box measures 6⅝ in. x 4⅜ in. x 2½ in., and is very easy to install because it is provided with standard knockouts all around.

List price, either horizontal or vertical types, each **$2.50**

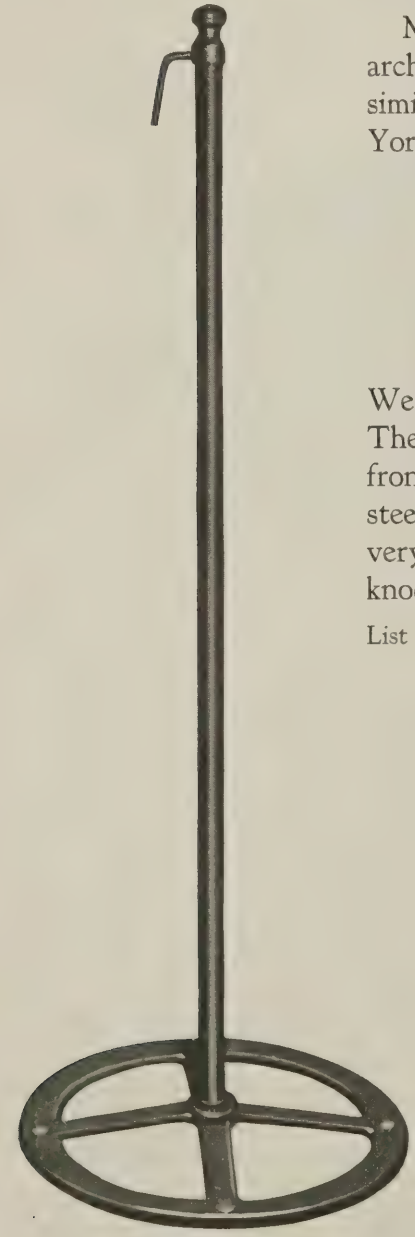


Full view of horizontal type cover.



Vertical type cover.

EQUIPMENT AND WORK LIGHT STANDS



Equipment and work light stand.

MADELITE Equipment Work Lights and Cleaner Stands consist of our regular adjustable 6-foot equipment stand with cast base provided with a G. E. weather proof socket and 25 feet of G. E. flexible stage cable. These work lights provide an unusually portable means of illuminating theatre auditoriums or other places where a light is needed without unnecessarily burning all the house lights.

MADELITE Equipment Work Lights complete less lamps. List price, each. **$12.00**

MADELITE Equipment Stands only, for mounting Spotlights, Olivettes, Floodlights, and other equipment. List price, each **$10.00**

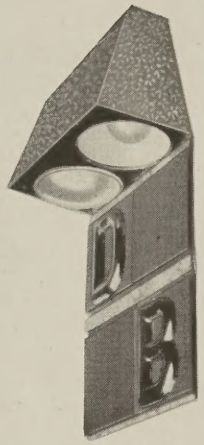
MADELITE ILLUMINATED SIGNS

The cut illustrates a small section of our illuminated interchangeable letter canopy sign. Glass letters of any desired color are irremovably cemented to white porcelain enameled sheet metal backgrounds. The letter-units measure 7 inches—a width which permits letters of a size to be easily identified from a comparatively long distance, and yet which permits a maximum of announcements to be displayed in a limited space. The letter units are engaged with the sign backing at both top and bottom, so that they cannot possibly fall out. They are easily removed, however, by merely lifting each letter-unit upward and outward so that it becomes disengaged and can be lowered from the sign.

Particularly effective illumination is provided by our standard porcelain enameled spun steel reflector units placed on 7-inch centers exactly in line with each letter as illustrated. Each reflector unit is equipped with our special heat-resisting lens which is attached by means of the exclusive MADELITE bayonet locking frame. Natural color glass lenses can be supplied for producing special color effects; but unless otherwise specified, daylight glass lenses will be furnished.

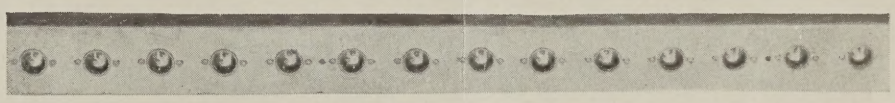
The construction of canopy signs is special work and must be done to your specifications. Trigger-like service is guaranteed, and of course, MADELITE quality is built into the signs.

Prices will be quoted on a factory-cost-plus basis on receipt of your specifications.



Small section of double row canopy sign showing novel construction.

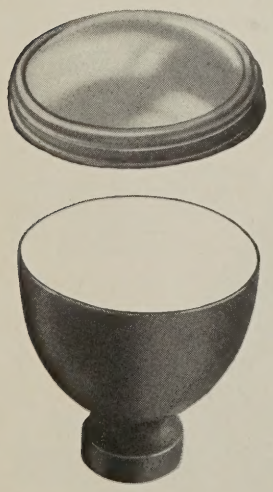
MADELITE STRIPLIGHTS



Standard section of MADELITE Striplight showing G. E. receptacles wired on 4-inch centers.

MADELITE Striplights are constructed of best quality heavy gauge sheet iron conduit and are equipped with G. E. medium base sockets. They are built with lights on 3, 4, 6 or 12-inch centers and wired for 1, 2, 3 or 4 colors as your specifications require.

MADELITE Striplights are made in any length or curvature necessary for proscenium, store window, cove, or other lighting. Wired to order complete with receptacles on 4-inch centers. List price per foot.....**$3.00**



The spun steel enameled reflector with lens removed. MADELITE Covelights are most efficient because they are fitted with this unit.

MADELITE COVE LIGHTING

Cove lighting, a special adaptation of indirect lighting, is best accomplished by means of the MADELITE Covelights, which use the same "individual-unit-reflector and lens" idea as it is carried out in MADELITE Footlights and Borderlights. That idea is a principle of correct lighting that is carefully embodied in all MADELITE equipment. The use of MADELITE Covelights permits the elimination of the usual visible signs of artificial lighting without the production of any unpleasant shadows.

MADELITE Covelights are constructed of best quality heavy gauge sheet iron conduit of proper length and curvature to answer your specifications. This construction provides a very easy and labor saving means of installation because lights are also delivered completely wired to answer your circuit requirements. Light centers vary from 3 inches on upward depending on the angle and span of ceiling to be illuminated. The size of the white porcelain enameled reflectors also varies with the installation.

Because each cove lighting job is an individual problem we suggest that you put it up to our engineers who will show you how well MADELITE Covelights will provide the necessary illumination at small cost.

GROUND CLAMP AND EQUIPMENT HANGER

Illustrating method of locking clamp on pipe.

FIG. 1—CLOSED

Madelite Hanger

One of the most useful accessories to lighting any stage or movie set is a suitable clamp or hanger for attaching lighting equipment to lighting platforms, stands, and pipe battens in the drops. Realizing that theatre men were not satisfied with any hanger formerly available to them, the Belson Manufacturing Co. designed, patented, and produced the famous MADELITE hanger. Like other MADELITE equipment, this hanger is designed with a view toward convenience, flexibility, and rugged strength.

The MADELITE hanger is cast from strong malleable iron and treated so that it is absolutely rust proof. Its movable clamping jaw is toothed at the upper end so that the hanger can be instantly adjusted firmly to grasp any size from ½-inch to 1½-inch pipe. This feature is in contrast with other types of hangers where at least two bolts must be removed and readjusted in order that the hanger will grasp different sized pipes. The MADELITE hanger is also reinforced with heavier metal at points where greatest stress is applied during service. It is provided with a socket threaded for ½-inch pipe. This allows easy attachment of the MADELITE Spotlight, Floodlight, or Olivette for accurate and secure placement.

The signal feature of the MADELITE Hanger is that at one operation its jaws open completely so that it can be placed around the pipe batten, closed, and clamped—all by one man *without* his having another man support the weight of the lighting equipment until the hanger is fastened.

List price of hanger, complete **$1.50**

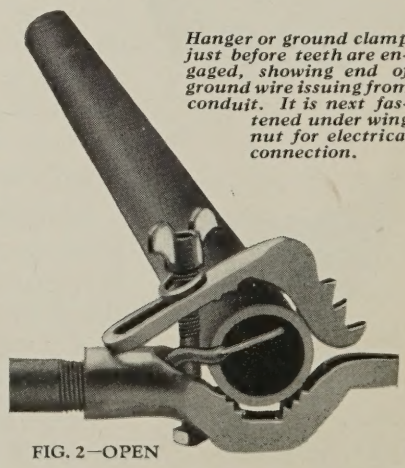
Madelite Ground Clamp

The MADELITE Ground Clamp is made of malleable iron in two forms—Type C being identical with the MADELITE Equipment Hanger and Type R being made primarily for use as a radio ground clamp.

Type C is a particularly fine clamp for making grounds for electric service. The conduit required in all municipal codes can be screwed right into the socket of the clamp, which is threaded for standard ½-inch pipe, the wire fed through the conduit, and out through the aperture in the clamp for that purpose. The wire is then fastened under the head of the wing nut as it is being tightened down to effect a good ground connection. Because of its obvious labor-saving qualities, the MADELITE Type C Ground Clamp is indispensable to the electrical contractor. It pays for itself with the labor saved at a single installation. Public utility companies approve of it because of the unusually efficient ground connection it provides through the "biting-in" of its rugged teeth.

List price of Type C Ground Clamp **$1.00**

The Type R Ground Clamp bears the same design and construction as Type C except that it is not provided with the conduit socket. It is designed primarily for use as an electric ground clamp or for other work where a particularly good electrical connection is necessary between a wire and a pipe or other object. There is no other ground clamp on the market today that will provide the positive connection which is provided by the MADELITE Type R Clamp. It cannot rust, it is applied at a single simple operation, it bites its electrical connection directly into the virgin metal, and its cost is low. Rugged, rust-proof, simple, and of high quality malleable iron.



Hanger or ground clamp just before teeth are engaged, showing end of ground wire issuing from conduit. It is next fastened under wing nut for electrical connection.

FIG. 2—OPEN

List price of Type R Clamp **$0.50**

Why MADELITE *means* "Made Right for Better Light"

In the design, production, and distribution of MADELITE LIGHTING EQUIPMENT the Belson Manufacturing Co. adheres strictly to the policy of making every MADELITE product create more and better light at less cost than does any other make of lighting equipment. In promoting this policy a constant vigil is kept for opportunity for improvement of design, and constant communication is maintained with those who use good lighting equipment and yet demand still better lighting equipment. As a result, the Belson Manufacturing Co. ~~controls basic patents on all~~ outstanding improvements incorporated in its products—MADELITE EQUIPMENT.

Service

All MADELITE equipment is shipped direct from the factory at Chicago so that trigger service on all rush orders is guaranteed and easily accomplished. We carry a large stock for your convenience and are always able to make shipment at once on receipt of order. For special work made to order, your specifications are immediately inspected and approved by our engineers, and shop requisitions turned in to our factory at once. Prompt delivery is thus assured, and highest quality materials and skilled workmanship are always guaranteed.

One-Profit Manufacture

It is to be noted that, excepting imported condenser lenses, General Electric sockets, and wire, every part of every piece of MADELITE equipment is manufactured in the plant of the Belson Manufacturing Co. That means that all MADELITE equipment is a one-profit value, and users of MADELITE equipment save money in two ways. First, the initial cost is less; and second, the cost of upkeep is less and the results obtained are of greater value.

Special Manufacture

If what you need especially for your theatre, show room, or industrial plant is not described in this catalog, we will make it special for you exactly to fill your need. Our factory is equipped to produce any type of metal spinning, enameled ware, special casting, or any type of sheet metal product. We can also supply placques, domes, signs, shades, and special decorative features constructed of art glass (products of a nature like our Exit Signs).

Lamp Service

Users of MADELITE equipment who find it convenient to buy their lamps from us can obtain standard G. E. Mazdas of the correct size and type to yield greatest efficiency from their equipment. We maintain a complete stock conveniently at your disposal at all times.

AVERY LIBRARY
COLUMBIA UNIVERSITY

FLOOD LIGHT UNITS

STRONG

USEFUL

WEATHER-PROOF

FLEXIBLE

MADELITE

DIRECT TO YOU

DURABLE

PRACTICAL

WATER-PROOF

POWERFUL

Positively the ideal light source for general utility and display lighting in show rooms, photographers' studios, paint shops, duco shops, store windows, etc., and for exterior building lighting.

Extreme durability is a great feature of this rugged, lightweight floodlight. It is remarkably flexible in adjustment of the angle, position, flood, intensity, and color of its light.

Made Right for Better Light